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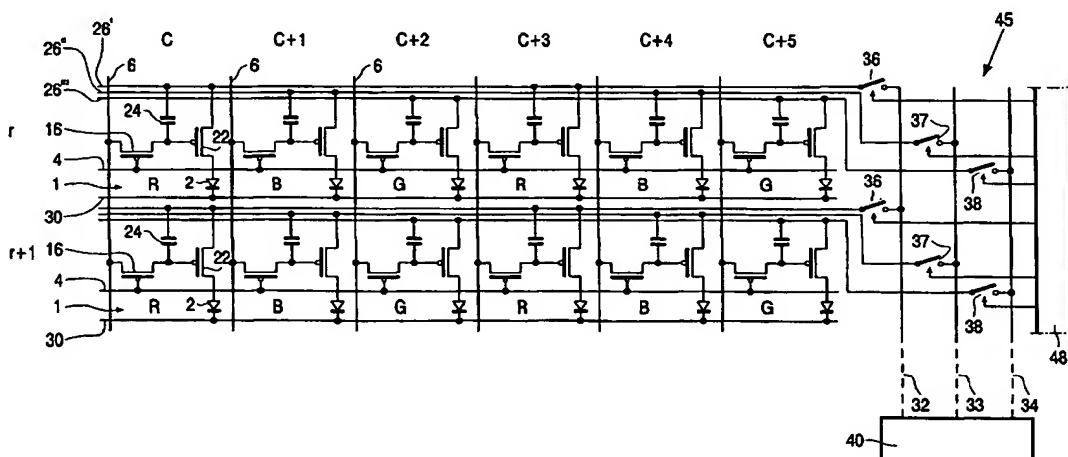
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[Continued on next page]

(54) Title: COLOUR CONTROL FOR ACTIVE MATRIX ELECTROLUMINESCENT DISPLAY



(57) **Abstract:** A colour active matrix EL display device has a row and column array of colour pixels (1) which each comprise an electroluminescent display element (2) connected in series with a drive transistor (22) to a power line (26). The different colour pixels in a row are connected to respective and separate power lines (26', 26'', 26'''). The respective power supplies to each of the separate power lines associated with a row of pixels is individually switchable (45, 48) to enable control of the duty cycles of the differently coloured pixels in the row. In this way, different efficiencies of different colour EL material used in the display elements can be accommodated and adjustment of the relative brightness of each colour can be achieved.